

# ESG and Global Relocation: Case Studies

Gain an understanding of the strategic integration of  
Environmental, Social, and Governance (ESG) principles  
for global relocation programs through case study presentations



# Today's Panel

## MODERATOR

---



**Anna Wooldridge**  
*Sr. Director,  
Supply Chain*



## SPEAKERS

---



**Becky Woods**  
*Sr. Director,  
Global Mobility*



**Penny Reyes Bonhagen**  
*Sr. Manager, Global Immigration  
and Talent Mobility*



**Wiebe van Bockel**  
*Chief Commercial  
Officer*



# Three Pillars



## ENVIRONMENTAL

A company's impact on the environment, including energy use, waste management, pollution, greenhouse gas emissions, deforestation, carbon emissions, and use of recycled materials



## SOCIAL

A company's labor practices, human rights reporting, DE&I, employee health and safety, and child/forced labor prevention. Includes sourcing safety of the product produced for manufacturing companies.



## GOVERNANCE

A company's ethics and business practices, corporate behavior and controls. Includes whistleblowing, anti-corruption, and information security.

# Important Difference

**ESG is a measured assessment of sustainability using benchmarks and metrics.**

Its main purpose is to provide stakeholders and investors with a framework to assess a company's impact on society, the environment, and its corporate governance practices.

**Sustainability is a broad principle that encompasses responsible business practices.**

It includes operating a business in a way that meets the economic, social, and environmental needs of the present without compromising the ability of future generations to meet their own needs.

# A Diverse Topic: Sustainability

## → Meeting Present and Future Needs

- 1987 Brundtland Report: “Report Our Common Future”
- UN-sponsored World Commission on Environment and Development

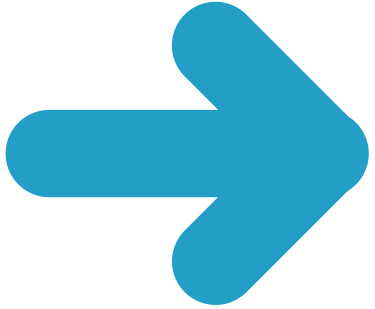
## → Sustainability is a Balance

- **People:** Social Equity
- **Planet:** Environment
- **Profit:** Economic Growth

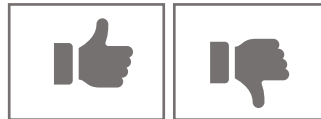
## → Sustainability Challenges

- Climate Change
- Water, Energy, Food Challenges
- Economic Growth
- Waste
- Biodiversity Loss
- Human Rights Violations
- Increase in Poverty
- Inequality
- Corruption

# ESG: Audience Poll



Does your organization actively engage with your stakeholders to form ESG initiatives?



# Case Study: Splunk



## Splunk Practices Promoting ESG Principles

---

- **Commitment to Business Practices**
- **EcoVadis Bronze Medal**
- **Advancing Global Impact Strategy**
- **Annual Global Impact Assessment**
- **Global Impact Priorities**

# Case Study: Splunk



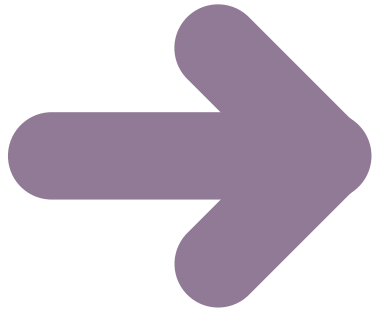
## Splunk Practices Promoting ESG Principles

---

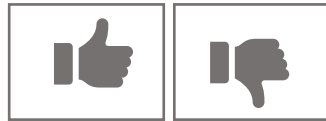
- Ethical and Inclusive Growth
- Data Responsibility Driven by Our Purpose
- Environmental Sustainability
- Supplier Code of Conduct



# ESG: Audience Poll



Does your company incorporate ESG considerations into global mobility strategies?



# Case Study: ADP

## ADP Environmentally Responsible Practices

---

- Enterprise-Wide Perspective
- Government Regulations & Reporting Drive Change
- Mobility Impact through BRG Initiatives and Education
- Supplier Engagement: Sustainability, Reporting, and RFPs



# Case Study: ADP

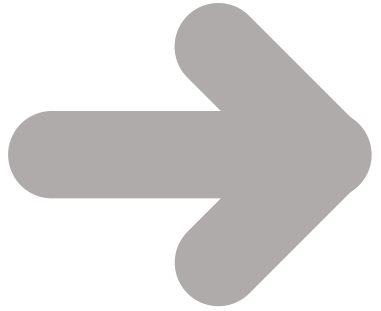
## ADP Socially Responsible Practices

---

- Shifted focus from DE&I to I&D
- Core/flex policies to support diverse family needs
- Assignment demographics
- Mentoring/sponsoring programs
- Minority-owned, women-owned suppliers



# ESG: Audience Poll



Does your organization assess and manage ESG impacts on your supply chain?



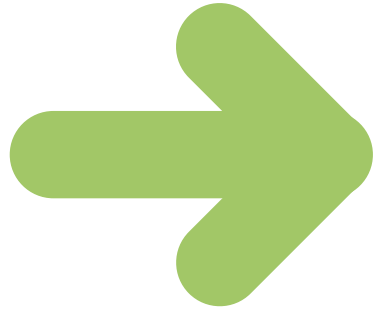
# Case Study: IKEA/ecoIegIT

Driven by IKEA's vision to become Net Zero as a company, ecoIegIT was developed as a sustainability program for the moving and global mobility industry.

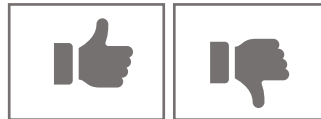
- Reduce the ecological footprint of global mobility
- Enjoy full carbon emission offset for every co-worker relocation
- Offers guaranteed and independently-verified offset of all carbon emissions
- A completely audited offsetting process by Parsifal
- Patented algorithm



# ESG: Audience Poll

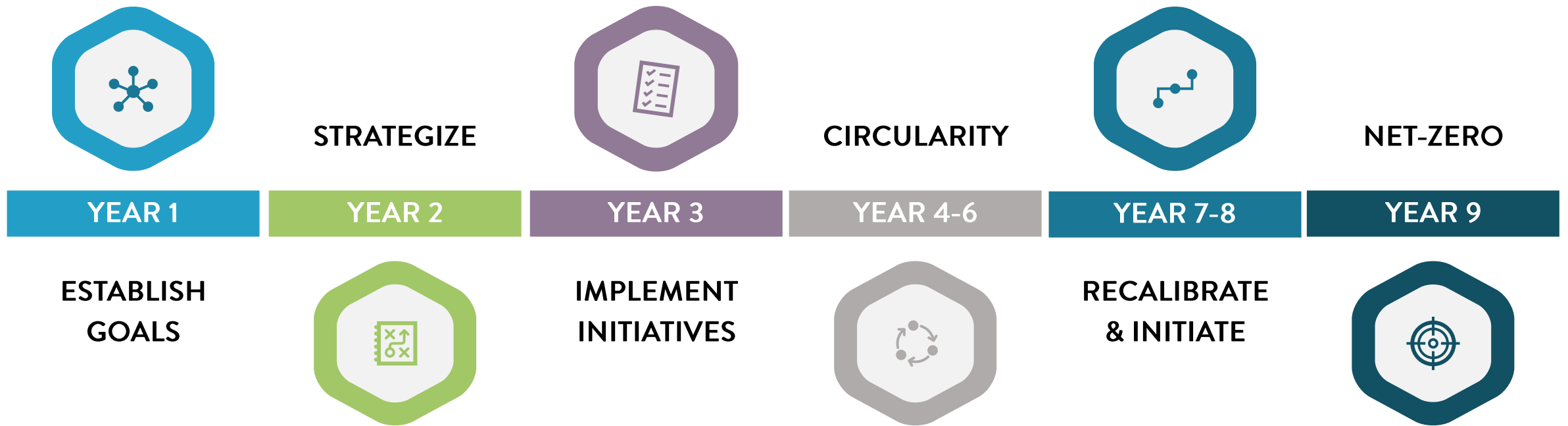


Does your company collaborate with your industry peers on ESG issues?



# Takeaway: Develop a Roadmap

## Voerman's Roadmap Example



# Takeaway: Things to Consider



- Learn your company's ESG goals
- Determine what you can do within your company
- Learn the sustainability lingo
- Decide what is a sustainable move for you
- Get involved!

ESG IS A MARATHON...NOT A SPRINT



# Resources

- EcoVadis Sustainability System: <https://ecovadis.com>
- Discard & Donate Services: <https://unpackme.com>
- Compensating CO2 Emission for the Moving Industry: <https://ecolegit.com>

